Inside & Out

ACE initiative sets foundation for future

Compaq and more than 20 other leading companies in the computer industry set the foundation for a new class of advanced computing systems when they announced their commitment to a standards-based advanced computing environment April 9 in New York.

The Advanced Computing Environment (ACE) includes two new powerful operating systems – a unified UNIX System (Open Desktop) from the Santa Cruz Operation, Inc. (SCO) and the advanced OS/2 3.0 from Microsoft Corporation – and two open hardware platforms – full support for x86-based industry-standard PCs and PC systems and a new standard specification for computers using a reduced instruction set computing (RISC) microprocessor from MIPS.

The ACE initiative will provide connectivity with customers' existing network environments. In this computing environment, the largest base of new and existing off-the-shelf applications running on a wide range of computers from multiple manufacturers will be available. Initial products resulting from this initiative will be available in 1991 for developers, with availability for end users

*Compaq, Silicon Graphics team up for product development, page 4*

expected in 1992.

Following are some excerpts from Rod Canion's comments describing the initiative at the April 9th press conference held at the Waldorf-Astoria Hotel in New York City.

Our customers have told us – and told us clearly – that they are rapidly beginning to implement mission-critical applications using networks of desktop and server computers. Customers want open, cost-effective, multivendor systems that provide a safe, evolutionary path for their long-term planning. They want to choose from among a range of hardware and software vendors to increase the flexibility and security of their investments. They demand the wide applications availability that comes from a broadly supported standards-based environment. Effectively meeting these needs will provide customers with the safe environment they need to move forward confidently with innovative networked solutions.

Advanced Computing Environment (ACE)
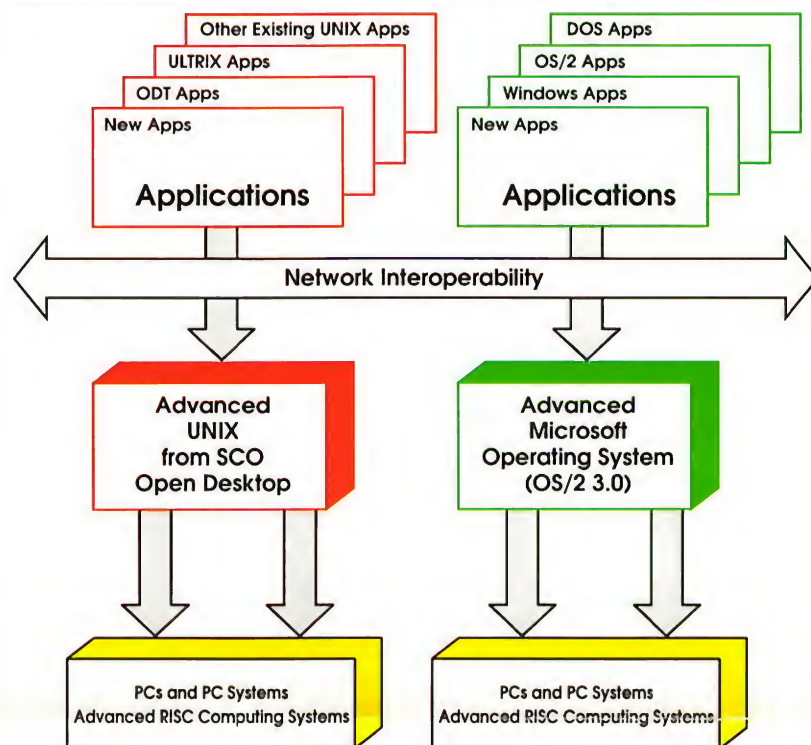
The ACE initiative calls for two hardware architectures and two operating systems, providing customers with open, cost-effective, multivendor systems for long-term planning.

Out with the old, in with the new
DynCorp replaces mainframes with PC systems

When DynCorp management wanted better control over company operations and also wanted to save money, it was "Goodbye mainframe, Hello Compaq."

DynCorp, one of the country's largest government services contractor, sliced overhead recently when it replaced its IBM mainframes with a network of COMPAQ SYSTEMPRO personal computer systems. Besides saving DynCorp approximately $1.5 million a year in data processing costs, the PC systems also give the company's management better control over operations.

Goodbye IBM

Like out-of-style clothes, the mainframes were phased out as COMPAQ SYSTEMPRO computers were installed. Last month, these huge machines were laboriously loaded up and hauled away. In their place, the compact COMPAQ PC systems are not only doing the job of the mainframes, but are surpassing them in performance.

While the mainframes were being carted away, the whole operation was

A large moving van was needed to haul off the mainframes.

COMPAQ PCs score well at L.A. Open

When any of the nearly 250,000 fans attending the recent Los Angeles Open Golf Tournament wanted up-to-the-minute scoring information on the players, they counted on COMPAQ PCs and an Authorized Dealer.

The four-day, nationally televised PGA tournament was held in late February at the Riviera Country Club outside Los Angeles. Compaq was the sponsoring vendor, supplying computer equipment used by fans, press, players and tournament officials. Hewlett Packard and Toshiba have been sponsoring vendors in the past.

SABICA Communications, Inc., supported by the Compaq Field Sales and Support team in Southern California, was responsible for installation and management of a 32-computer network used to supply scoring, statistics, biographies and other interesting information on the players and the course. SABICA became a Compaq Authorized Dealer late last year on the strength of its expertise in networking.

Software was provided by Lake Avenue Software and Ashton-Tate. Novell provided the operating system.

A WAN (Wide Area Network) was established, with four clusters of PCs from the COMPAQ DESKPRO line – each with a COMPAQ SYSTEMPRO PC System as fileserver. The clusters were more than 4,000 feet apart.

"A management system was required that could isolate a fault anywhere across the Wide Area Network in such a way that the entire system could be maintained," says Kevin Torf, President of SABICA. "This was a critical consideration since the last scenario that SABICA could afford was that of running all over the golf course looking for a fault during the middle of the tournament. We could not permit that type of panic and especially, the long time-lapse between the occurrence of the fault and the rectification."

When SABICA officials had to find computers that were the most reliable, manageable and that offered the highest performance, they opted for COMPAQ products.

"The COMPAQ SYSTEMPRO as a file server offered the highest performance both in its EISA design and IDA disk controller. It also has a built-in fault tolerance which allows full disk duplexing while still maintaining its highest performance," Torf says. "The workstations offered a wide range of features to demonstrate different types of performance, as well as the added advantage of a built-in VGA adapter."

And, of course, the system worked perfectly. "COMPAQ proved itself to be the most reliable computer that SABICA has ever worked with," Torf says. "We experienced no hardware failures. Ultimately, this provided the added benefit of non-existent maintenance costs."

According to Leigh Morrison of the Compaq Costa Mesa office, the event was a great success. Several appointments were scheduled by the Authorized Dealer with major account executives to discuss network installations in their companies, she says.

Core Team representatives invited to meetings
TQC Improvement Teams can make the difference

Information Management technicians in Houston now receive work orders on COMPAQ DESKPRO 286 PCs strategically placed throughout the main campus. One year ago, the technicians had to travel to the campus service center for those orders.

In the CCA1 Message Center, caller questions are answered in the time it takes to press a key on a computer keyboard. A year ago, those same requests required extensive searching through pages of a directory.

In the company's Purchasing Department, plans are under way for a desk reference with key information that will allow the department's employees to easily substitute for one another.

All these changes were inspired by the Compaq Total Quality Commitment process – part of the same commitment to quality that has been a part of the Compaq culture since the company's beginning.

These success stories, along with others, can help other TQC teams find solutions to their problems. The Compaq TQC Improvement Team was recently formed to provide a forum for discussing quality activities, to share success stories and to help solve problems. Representatives from TQC core teams throughout the company make up this team.

The TQC program encourages employees to develop a consistent approach to quality – by working as a team to solve problems by developing a solution. To help this process, the Improvement Team seeks suggestions and other input from representatives of TQC core teams. The group will also help core teams develop plans for problem-solving.

The Improvement Team meets regularly. Those interested should contact Renee Leach at (713) 374-2648 for meeting times and location.

Eastern Operations sweep U.S. awards

U.S. Eastern Operations swept this year's awards – winning both Region and Area of the Year honors. The Northeastern Region, which encompasses New York and surrounding areas, was named Region of the Year. The New Jersey Area was named Area of the Year. The recipients' spirits weren't dampened by cancellation of this year's International Sales Conference due to uncertainty about international travel during the Gulf War.

The awards are based on various requirements, including sales increase. Charlie Rotolo, Regional Sales Manager, and Joyce Lillis, Area Sales Manager, accepted the awards on behalf of their coworkers. Tracy Dupeza, Systems Engineer, was honored with the Regional Sales Support award. A plaque was presented to Randy Forster, Director of Eastern Operations, from the region employees in thanks for his support and guidance. Employees also made a special presentation to Rotolo in gratitude for his "making it all happen."

Mac McLoughlin, Vice President, North American Sales, steps out with Administrator Francine Plavnick during a party held in Westbury, New York, in celebration of Region and Area of the Year awards honoring Eastern Operations.

Mainframes replaced with COMPAQ SYSTEMPRO PCs

recorded for posterity – and public viewing – on the ABC television network's cameras. The footage will be used as a spotlight in an ABC news program, ABC Business Week, focusing on corporate computer downsizing. Although no exact date has been set, the program featuring Compaq is scheduled to air this month.

This marks the end of an era at DynCorp. According to MIS Director Butch Fernstrom, DynCorp has used mainframe computers for years to manage the company's primary financial systems. The data processing function has been fairly traditional, with a mainframe computer and a few terminals scattered throughout the company's divisions, supported by data entry operators, data processing clerks and an in-house programming force.

Along with financial record-keeping, the computer system is used to generate numerous reports. With the mainframe, accessing data for these reports was cumbersome. "Our managers usually needed a programmer to help get the data they wanted," Fernstrom explains.

When someone in a division office needed a report, for example, it would take a day or more to obtain it. Also, year-to-date operating reports were not available until weeks after the close of a period. Having to wait for these reports made it tough to control costs.

In the highly competitive marketplace of government services contracting, $50 million contracts are won and lost on differences of as little as 7/10 percent. So, holding down operating costs is the key to winning such bids.

"In our business, that's our lifeblood – our ability to reduce our costs to a minute detail for analysis," Fernstrom says. "The contract process is a giant 'what if' analysis, and the faster our people can access the historical job information, the easier that process is."

Hello Compaq

After an independent evaluation of its computer systems – not only to consider costs, but the systems' functional capabilities as well – DynCorp began the transition to PC networking systems. Mainframe data entry operators were replaced by the division's regular employees, who quickly learned how to manage the system themselves, making both data entry and data access much faster and more efficient.

When the COMPAQ SYSTEMPRO was announced in 1989, DynCorp decided to install seven of the systems in its divisions around the country. These systems communicate with another COMPAQ PC system at company headquarters in Reston, Va., where all financial information is consolidated.

The company has realized major savings in maintenance and programming costs with the installation.

Data on demand

Moving to PC-based systems has been a cultural change for DynCorp, but the effort has been worth it. "We're providing two or more weeks' training for people on the new system," Fernstrom says. "So far, they like it much better than the old one. Now, we capture the data on personal computers at each site."

Each system in a division office has a wide range of capabilities – even printing payroll checks, another savings in time and administrative costs.

The new PC systems make cost analysis simpler and faster, which leads to better bids on new work.

"Now that our data is on personal computers, it's easy to access and integrate," Fernstrom explains. "As long as it's an ASCII file we can move it anywhere – we can pull the accounting data into Lotus or Excel for analysis or into a word processor for a proposal."

Onward and upward

DynCorp plans to take advantage of available upgrades in the COMPAQ SYSTEMPRO line.

"We're particularly excited about the new 486-based models and the prospects for much larger storage options," Fernstrom says.

But even with the current system configurations, he says, "We're getting a lot more processing power than before. An IBM 4361 isn't exactly a speed demon, and a 4381 has more channel capacity, but that's about it. By having multiple PC systems, you have more flexibility than with a mainframe. We can tailor solutions for various departmental requirements."

So at DynCorp, COMPAQ SYSTEMPRO computers have converted a long-time mainframe user by delivering faster data access at a much lower cost.

An ABC film crew recorded the IBM mainframes being loaded up and carted away.

European dealers visit Singapore

Authorized COMPAQ Computer Dealers from Sweden and Italy recently toured the newly completed Compaq Singapore facility. A group of 32 Swedish dealers arrived on Feb. 25, and the group of 26 Italian dealers toured the facility March 4.

The dealers were welcomed with performances of the traditional Singaporean Lion Dance. They also viewed a video on Compaq in Asia. At the end of the visits, each dealer was presented a decorated souvenir paperweight/name card holder. In addition, each guest received a picture frame – bearing the message "Welcome to Singapore" – with the group photo inserted.

The visit to Compaq Singapore was part of an incentive program for these international dealers. They were awarded the trip because of their excellent sales of COMPAQ products in their respective countries.

Receiving a warm welcome in Singapore.

Canion addresses emerging computing environment

Just as standardization and broad industry support at both the hardware and software levels advanced the choices available in the PC industry – and led to the explosive growth of that market in the 80s – we believe that the ACE environment will establish the foundation for advanced networked computing systems to become the predominant solution for customers' mission-critical business applications in the 90s.

We're delivering the broad vendor support necessary to ensure the success of this initiative. This commitment ensures that the Advanced Computing Environment will drive development of thousands of new applications. In addition, ACE provides support for over 40,000 existing PC and UNIX applications – all running on the standard hardware platforms defined in this initiative.

The standards we are creating in this initiative comprehend two hardware architectures and two operating systems. The natural question that arises is – why two of each? Isn't there one combination that's really the best?

We are absolutely convinced the answer is no. Our customers have told us they want multiple choices and they want these different alternatives to interoperate with one another. In addition, they are concerned that choosing applications that only run on one vendor's computer system may create obsolescence traps for the future. Because of the proprietary nature of many of these solutions, customers fear that these systems may lock them in and not give them the flexibility to expand and incorporate new technologies as they develop.

There's just no way that one hardware platform and one operating system can meet these needs. There's also no way that a solution that is not standards-based and supported by a large number of major vendors can meet these needs. To satisfy all these very important customer requirements, the ACE group of companies is supporting two hardware architectures and two operating systems – with the maximum degree of compatibility, flexibility and interoperability between these systems.

Now achieving this is not easy, as evidenced by the fact that no other competitive alternative is able to accomplish it.

At this point, it's appropriate to discuss in more detail just what these critical elements are. To meet the hardware requirements of our customers, the new Advanced Computing Environment spans both PCs and RISC-based platforms.

Customers already have a tremendous investment in PC hardware and PC-based solutions. ACE will fully support this installed base of PCs, as well as future generations of the x86 architecture. Both advanced operating systems in the ACE initiative will run on these PCs. We therefore ensure that PCs will continue to make excellent computing platforms as even more demanding applications develop.

To achieve the same level of software binary compatibility that is the norm in the PC world, we're introducing the Advanced RISC Computing specification – or ARC. This standard specification will be based on MIPS RISC microprocessors and provide the information necessary to develop binary compatible products.

To meet the operating system requirements of our customers, ACE supports two advanced operating systems. The Microsoft Advanced Operating System being introduced today is a powerful 32-bit operating system based on Microsoft's New Technology foundation. This evolutionary operating system includes comprehensive new technologies that make it fully capable of supporting the advanced operating systems needs of customers in the 90s.

But it doesn't stop with innovative technology. This new operating system will support over 35,000 existing PC applications as well as new 32-bit Windows applications.

The ACE initiative also supports an advanced UNIX operating system from SCO. This operating system will deliver an impressive combination of features. For example, it includes support for all major UNIX standards and incorporates the best technologies from multiple sources demanded by customers, such as

• Open Software Foundation's Distributed Computing Environment, and
• Sun Microsystems' Network File Sharing System.

In addition, this advanced version of Open Desktop will offer high levels of security and system manageability, and comprehensive PC and host connectivity. It will also deliver extensive compatibility with over 3,500 Open Desktop and 2,000 ULTRIX applications available today.

Because many customers have already made extensive investments in existing applications, the ACE initiative also provides compatibility with both PC and UNIX networking services.

With this initiative, we're delivering extensive flexibility and compatibility across all hardware and software elements in the ACE environment.

For example, from an applications perspective, software developers can take a single application for the Open Desktop UNIX and compile it for each of the two ACE hardware platforms, with no additional effort required. This single application will then run identically – from a users' perspective – across the entire spectrum of x86 PCs and MIPS RISC-based systems.

From the perspective of data interchangeability, customers gain similar compatibility benefits. Because both x86-based PCs and MIPS RISC-based systems share common storage media types, file formats and data ordering designs, users can readily exchange data files between hardware platforms when running the same operating system – either via removable media or over the network.

For those customers who want to run the same application on a network consisting of both types of operating systems and both types of hardware platforms, it is uniquely possible under this environment, due to the attention to detail paid in its design.

An example of this situation would be a company that had a client/server database application running on a network. But, on that network, some desktop users had needs that required them to use UNIX running on RISC platforms and some needed to use Windows running on PCs. The same front- end client application can run on all the desktop computers on this network – accessing the same back-end server database. At the same time, each user on the network is free to use the other applications that motivated them to choose that particular operating system and hardware platform in the first place. This comprehensive level of compatibility and interoperability – running the same application over a variety of operating systems and hardware combinations – is not possible under any competitive alternative.

The ACE initiative is putting in place – for the first time – the standards-based software and hardware elements needed to make advanced networked computing systems the predominant solution for customers' demanding business applications in the 90s.

Compaq is committed to delivering all the elements that will make this new Advanced Computing Environment a reality.

The ACE initiative is fully open to all computer companies. The initiative has selected non-proprietary microprocessors that are commercially available to all vendors intending to develop compatible systems and add-on products. We are also making these advanced operating systems available from independent software vendors and they are licensable to all interested vendors.

This initiative has put all the right pieces in place to meet customer needs better than any other available approach. For this reason, I believe that the ACE environment will become the dominant standard in the industry for advanced computing.

Compaq, Silicon Graphics team up for product development

When Compaq announced its technology exchange agreement with Silicon Graphics, Inc. April 3, the company put in place one element necessary to continue its leadership into the future of advanced computer technology.

Silicon Graphic's expertise in the integration of advanced RISC and graphics technologies, combined with our company's expertise in such areas as the EISA bus standard, VLSI design and high-volume manufacturing techniques, will position both companies as leaders in the microprocessor-based computer systems market. According to Rod Canion, Compaq CEO, these advanced computer systems will become pervasive throughout the computer industry.

"Compaq and Silicon Graphics are creating a long-term strategic relationship," he says. "The combination of Silicon Graphic's dominance in advanced technologies such as computer graphics and our industry leadership in the business computer market will have a major impact on the computer industry."

The agreement for technology exchange and joint technical development of future products – such as advanced RISC-based computer systems – provides $50 million to Silicon Graphics, which the company will use for research and development. Compaq will make a $135 million investment, representing an approximate 13 percent equity stake – 2.7 million shares of Silicon Graphics common stock.

"This complementary strategic agreement enables us to work together with Compaq to deliver powerful new technology to the broadest set of users," Edward R. McCracken, President and CEO of Silicon Graphics, said.

Products resulting from this agreement may be manufactured and marketed by both companies.

COMPAQ products run multimedia display at theater

When the crowds gather for performances of Houston's Alley Theatre original production of the musical Svengali, they are treated to a multimedia display that educates and informs them while they wait in the lobby or buy tickets. The program is run on COMPAQ PCs.

Compaq is underwriting the production, written by Gregory Boyd, John Bettis and Frank Wildhorn, and has donated $100,000 to the Houston theater for the production. Svengali opened its run this month.

Compaq also donated the three COMPAQ DESKPRO 486/25 PCs with 16-inch Advanced Graphics Color monitors used to run the multimedia display. Two units continuously play a nine-minute video about the making of Svengali. The video includes interviews with the director, writers, musical supervisor and actors of the musical.

One unit is interactive, allowing viewers to choose from three categories – Svengali, the story; Svengali, the musical; and Svengali, 21st century theater.

The PCs, along with the multimedia programs, will remain on display in the Alley's ticket lobby through the run of the play.

Compaq Switzerland gets active for dealers

How do you get a bunch of Swiss to yodel in the dead of winter?

You invite them to a spectacular resort high in the Swiss Alps where they can participate in every possible activity involving powder snow.

That – and greater Compaq awareness – was what Compaq Switzerland had in mind when they invited 450 Authorized Dealers from all over the country to join them for a weekend in the village of Meiringen in the Bernese Alps in January.

Although yodeling was definitely an item on the agenda, the weekend – dubbed Compaq Active – included a lot more. Mascot for the weekend was the legendary fictional British detective Sherlock Holmes, who put Meiringen on the map by seeming to fall to his death in nearby Reichenbach Falls, in mortal combat with his enemy, Dr. Moriarty.

The weekend began with the arrival of all the Authorized Dealers on Friday evening. They reported to 12 area hotels. Since Meiringen did not have enough rooms to accommodate the group, Compaq had to scour the valley to secure the necessary beds. Check-in of all 450 guests was handled by a network of three COMPAQ LTE 386s/20s. On checking in, each participant received a Compaq backpack containing schedules and information on the weekend's events. Later, dinner was served in three ballrooms of the main venue, the vintage Park Hotel Sauvage.

Early Saturday morning, everyone gathered for a business session. Sessions were held in French and German to accommodate all guests.

At these meetings, achievements of the past year were discussed, as were plans to assure the company's continuing success. Highlighting the meeting was a video profile of Compaq Switzerland, showing each department at work during a typical day. Just as the audience began to get restless, the curtains were thrown open to reveal a brilliant blue sky.

This was the sign for everyone to gather their ski gear and head for the slopes. Saturday afternoon, Compaq Switzerland employees and dealers alike could be found in just about every possible position on the slopes. Some tried their luck at snowboarding, others attempted ski-sailing, while some just sat in the sun and worked on their tans.

A gala dinner for 500 was served that evening at the Park Hotel Sauvage, where 15 chefs served up a flambé dinner on five grills in five different dining rooms. In honor of the "Sherlock Holmes" motif, Compaq Switzerland staff members dressed in appropriate Victorian attire.

Suddenly, the meal was interrupted by piercing gunshots. A lovely young woman unexpectedly fell forward into a plateful of gravy. It was a murder mystery worthy of Sherlock Holmes himself.

All the guests were given a list of clues and a deadline of midnight to solve the crime. Further clues were passed out at three nightspots (each featuring either jazz, country or rock music entertainment) in town. A winner's name was drawn from among all those

A night of mystery. Could one of these Swiss "waiters" have pulled the trigger?

people who identified the murderer (the lady's former boyfriend) correctly, and the winner was presented with a trip for two to Compaq headquarters in Houston, including hotel and rental car.

On Sunday, everyone gathered on the slopes for one more day in the snow. At the giant slalom race announced for noon, more than 120 competitors lined up at the starting gate. Those who did not care to compete could watch the action from the "snow bar" (a bar made of snow) set up at the finish line. It was the final event of a memorable weekend.

Caroline Magri, Compaq Marketing Assistant, and Swiss promotions agency CoPartner of Basle, Switzerland, were responsible for coordinating the weekend's events. Although the echoes of their yodels have long since died down, Compaq Switzerland Authorized Dealers hailed Compaq Active a resounding success.

The victim.

Microsoft BallPoint mouse free with notebook or laptop purchase

The recently announced worldwide offer of a free Microsoft BallPoint mouse with the purchase of a COMPAQ notebook or laptop computer for endusers is also available to Compaq employees.

Each employee who buys one of the company's notebook or laptop products between March 11 and June 30, 1991, will receive the mouse free. The Microsoft product is easy to install, snapping into place on either side of the keyboard. It then goes anywhere the computer goes.

All available notebook or laptop products qualify for the free mouse. However, the COMPAQ SLT 386s/20 and COMPAQ LTE 386s/20 are not available to employees at this time.

U.S. employees who buy a COMPAQ laptop or notebook computer should send a copy of the invoice with a mouse claim form to the Compaq Fulfillment Center, Box 1620, Minneapolis, MN 55440-1620. Canadian employees should send a copy of the invoice with a mouse claim

form to Compaq Canada, TNT Mailfast, ORD/ORD/770449/MO1, Box 244, Mississauga, Ontario L4T3B6. Delivery takes four to six weeks.

Employees in all other nations should obtain information from their subsidiary office.

For additional information, in the U.S., contact Bobbie Landon at Mail Code 060402. In Canada, contact Heather Derry at Mail Code 880300. In other countries, contact the subsidiary office.

A shot at fame – employee author has novel published

It's said there's a book inside each of us just waiting to be written. But very few people have the talent and dedication required to become an author – never mind get published. Compaq employee Dan Rozzi is one of the few budding novelists to successfully write and publish a book.

"Waltz With Evil," a traditional horror story, will be on bookshelves throughout the United States and Canada in May. It will also be available at U.S. military bases around the world. Its first printing will be 40,000 paperback copies.

First-time novelist

This book is Rozzi's first attempt at a novel. More than 15 years ago, he wrote several short stories that were published. Since then, he had not written anything until the idea for "Waltz With Evil" began to form in his mind.

He got the idea for the plot from a dream, but the idea of writing a book was inspired by a COMPAQ DESKPRO 286 PC. In 1988, Rozzi – a Test Specialist in CCM4 – bought the PC through the Employee Purchase Plan. Then, he began to wonder how he could earn a return on his investment. An author was born.

On the basis of his synopsis, or outline, and the first three chapters of the book, a publisher immediately accepted "Waltz With Evil." A representative of Zebra Publishing, one of the top 10 New York publishers, called Rozzi at 7 a.m. on the day after New Year's 1989 and accepted the novel in progress.

"I was lucky. When I got the call, I was at work and I just walked around on air the whole day," Rozzi says. "I hesitated to send it in the first place. I was scared of that rejection slip."

Getting creative

So far, the Compaq employee has not received any rejection notices. Zebra is anxiously awaiting Rozzi's second novel – a thriller. He's hard at work on two additional novels – another horror story and a romantic thriller. He's also working on a screenplay for "Waltz With Evil."

"It comes from inside. My creative side was just waiting to get out. Now I can't stop," he says.

Rozzi dedicated his first book to the employees at Compaq. "I had to. They're
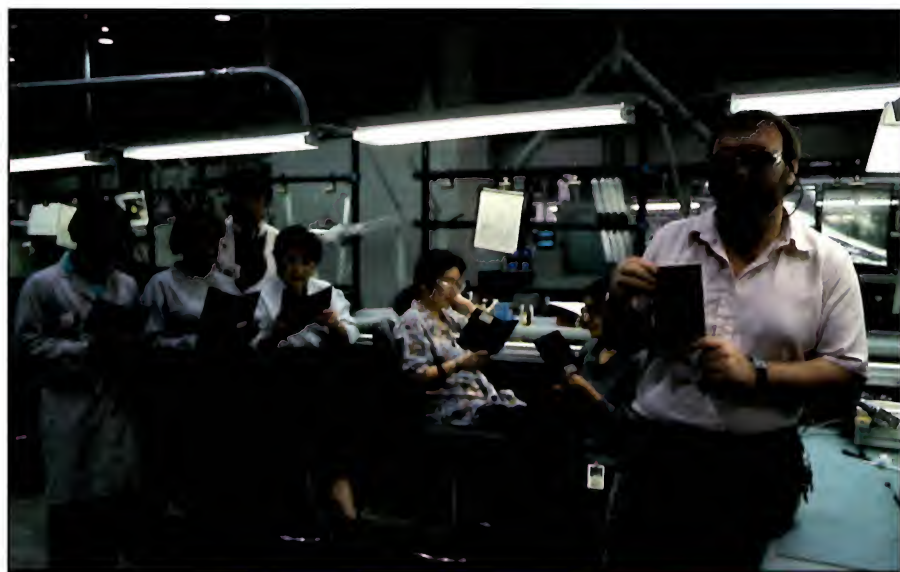
Rozzi dedicated his first novel to Compaq employees. They're a like family, he says. Here, his coworkers in CCM4 get a sneak peak at the upcoming horror tale.

part of my family," he explains. The author listed on the cover is P.D. Rozzi – with the P. standing for Patty, Rozzi's wife. Patty helps him with his ideas and organization, Rozzi says, and even pitches in with the writing.

"Before I start writing, I sit down with my wife and we talk out the story," he says. "Then we record an outline, chapter by chapter. We take it on like a TQC project."

Rozzi says he will probably stick to writing horror stories and thrillers since those are the genres he has loved since childhood.

Dedication

Rozzi works the day shift at Compaq, getting off at 3:30 p.m. When he gets home he might write a little, but mainly spends that time with his four children, ages 8 to 12.

He does his best writing in the morning – from 2 or 3 a.m. until time to go to work. He even gets up at this early hour on weekends to write.

"I get creative then, although sometimes I do scare myself and a noise will make me jump," he explains.

The road to fame?

Although some authors become rich and famous, Rozzi says he's not holding his breath. "You certainly don't get rich right away. I mainly do it for the love of writing," he says. "My plans don't include leaving Compaq. You know the saying, 'Don't quit your day job.'"

Don't look for Rozzi on the "Lifestyles of the Rich and Famous" television show just yet. He says he is not sure he wants to be famous. He's even nervous about making a scheduled appearance on the local "Good Morning Houston" talk show. He is looking forward to a few book-signing parties, especially one scheduled for the Bookstop near the main campus.

Rozzi is also apprehensive about the reactions from his coworkers.

"People are coming up to me saying they are excited for me," he says. "But, not everybody is going to like it. Especially those who don't like horror stories. Don't compare me to Stephen King. I'm not at that level – yet. But, I'm very determined to succeed."

It's all the in the family at the Rozzi household. The Compaq employee's wife, Patty, helps with everything from the ideas to the writing.

Company security awareness poster now available

The company's security program is based on all Compaq employees sharing responsibility for keeping Compaq people, property and confidential information secure.

To remind all employees that "Compaq Is Protected By You," a security awareness poster has been developed and is available to employees. Employees who would like this poster can go by the ACE office in CCA3, Room 3191, or call 374-2414. There is no charge, but supplies are limited.

According to Brett Bidinger, Network Security and a member of the Security Awareness Team, the goal was to create an awareness poster that employees would want to hang in their offices.

Other team members agreed. "We wanted to stay away from the typical security-type poster," says Arnie Weksler, IM Security.

Al Waters, Loss Prevention, adds, "We decided up front that we wanted it to be controversial to stir interest. What we didn't want was a traditional 'cops and robbers' security poster."

Protecting all Compaq assets is an
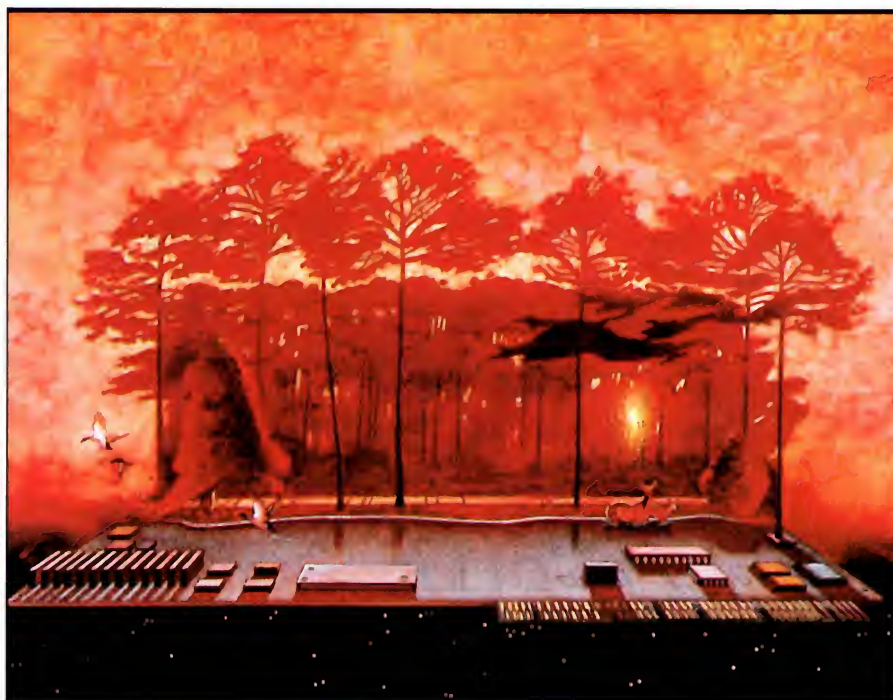
important part of the way the company does business. This is illustrated in the poster. "In discussing the phrase 'Compaq is protected by you,' team members were struck by how the concept could apply to

so many things," explains Patty Dalheim, Management Communications. "We discussed how the Compaq culture emphasizes protection of, and respect for, individuality, information and the en-

vironment, among many other things."

"The poster was designed to reflect Compaq's high-tech environment with emphasis on another aspect of the company – the Marshall Tract," agrees Julie Cohen, Loss Prevention.

The new security awareness logo is hidden in the poster, illustrating the quality – and the unobtrusiveness – of the company's security system. "I was glad to be part of such an exciting project and appreciated the 'soft sell' that is an unconventional approach to security," says Bob Lapsley, Artist.

According to Marilyn Chalmers, Communication Services, it is important to understand the use of the corporate colors in the painting without seeing them literally as fire.

Bidinger explains that since everyone has different tastes in art, the poster uses abstraction to allow each employee to make his or her own interpretation.

"To me, the blazing sunrise behind the trees represents Compaq's amazing emergence in the industry," says Don Greenwood, Loss Prevention.

Finland – a perfect setting for success

When not at work, the people of Finland can usually be found outdoors, enjoying the natural beauty of the northern European country. Finland has only 4.5 million inhabitants and 150,000 square miles of unspoiled forests and lakes – a serene setting for the hustle and bustle that surrounds the start of a Compaq subsidiary.

Because the country is located so far north, summer days are filled with sunshine almost around the clock. The Finnish capital, Helsinki, empties on weekends as people flock to their summer cabins on the thousands of lakes. Most Finnish people also have private saunas at their cabins to ease the tension of the work week.

During winter, the days are dark, making it difficult to distinguish between night and day. This does not stop the Finnish people from enjoying the outdoors with both cross-country and downhill skiing.

employee was to order pencils and paper. After that, he began hiring employees. Together, the new Finnish employees began the task at hand – regaining dealer trust and establishing a credible identity in Finland.

Although that was less than a year ago, feedback from the field is growing more positive each day.

Uncertain climate

Finland's economy is slumping, and forecasts predict a recession is just beginning. But, the Compaq employees are undaunted by the challenge. Although predictions for 1991 are gloomy, Compaq Finland is holding its own.

The Finnish PC market – which overall is declining – is dominated by Nokia (a local vendor), IBM and inexpensive "no-name clones." Compaq had only a 2.5 percent 1990 market share, but growth is expected this year, especially in the laptop/notebook and

Celebrating the six-month mark.

	Country Profile
Country:	Finland
Population:	Almost 5 million
Size:	By area, the sixth largest country in Europe – 338,000 square kilometers (130,500 square miles). Only 8 percent of the land is developed.
Language:	Mainly Finnish, with 6 percent speaking Swedish
Capital:	Helsinki

	Subsidiary Profile
Name:	Compaq Computer Oy
Address:	Hitaajankatu 4
	00810 Helsinki, Finland
Established:	June 1, 1990
No. of Employees:	16
No. of Dealers:	21

Finland also offers many cultural attractions. The Pori Jazz Festival and the International Opera Festival are just two of many events that attract thousands of tourists to the country each year. Finland is home to several world-renowned architects, including Eliel Saarinen, who is designing the new Chicago Herald Tribune building and has designed many large U.S. airport terminals.

To the rescue

When Compaq Computer Oy was established in Helsinki in June 1990, the subsidiary had its work cut out. Previously, the Finnish market was served by Authorized Dealers supported by a local distributor. Before Compaq set up a local office, this distributor closed his operation, leaving the dealers without local support and a set of problems.

Matti Virtanen, General Manager, was the subsidiary's first employee. He says his first productive act as a Compaq

networking systems markets.

Compaq Finland's biggest success story is in the laptop/notebook market. Compared to a 2.5 percent overall Compaq market share, COMPAQ laptop and notebook PCs have captured 10 percent of their market, and orders for the small PCs continue strong.

The subsidiary employees are concentrating on selecting dealers and VARs who specialize in networks and UNIX. The only market segment that is growing in Finland is local and national government, and Compaq is prepared to go after this business. The subsidiary already has one feather in its cap – National Computer Center of Finland, the largest dealer in the national government sector, is now an Authorized Dealer.

A boost to networking in Finland, Banyan, a networking software company, began distributing its products here at the first of the year. Compaq Finland has signed agreements which will team the

two companies in promoting networking systems. The challenge is to educate the Finnish people on the benefits of open networking environments – especially the COMPAQ SYSTEMPRO and SCO UNIX.

Promoting Compaq

Compaq brand awareness is an important asset, especially in a new market, so the subsidiary is widely advertising all products, with emphasis on the COMPAQ SYSTEMPRO and COMPAQ LTE line. So far, the campaign has been successful. To further enhance awareness of Compaq, the subsidiary participated in a huge biannual international event – the KT-90 Office Technology Exhibition, held in Helsinki

last year. The COMPAQ laptop and notebook PCs were stars of the show.

The newest notebook PC, the COMPAQ LTE386s/20, was successfully introduced to 200 invited dealers and endusers last October in Kaivohuone, an old-fashioned restaurant in Helsinki.

Time to celebrate

Late last year, Compaq Finland employees took time out to celebrate the subsidiary's six-month anniversary and the holiday season. Since they couldn't make a trip to Houston, Houston came to them.

A warehouse was given a Texas facelift with the U.S. flag, oil barrels, haystacks and other American and Texan decorations.

After participating in various contests of skill, such as seeing who could run fastest with a cucumber between his knees, the employees sat down to a sumptuous dinner in an "authentic" American living room complete with a mounted head of a bull on the wall. The bull head was a close equivalent to the wildlife trophies and the horns or antlers of various animals many Americans do display.

Images of the Houston skyline and Statue of Liberty were projected on the walls. The American meal included spicy garlic shrimp, beef, potatoes and salad, topped off with lime pie and coffee.

Compaq Finland Controller Tuomo Salonen and General Manager Matti Virtanen show off the subsidiary's first invoice.

The Easter Bunny visits Compaq

Taking a break from his busy Easter schedule, Peter Cottontail hopped down the bunny trail late last month to hide eggs for children of Compaq Houston employees. Actually, Compaq volunteers dyed and hid the thousands of eggs for the ACE-sponsored Easter egg hunt, held at the Cypress Creek YMCA near the main campus. A visit from Mr. and Mrs. Easter Bunny highlighted the event.

Thanks to entrants

Thanks to everyone who sent in their response cards from the February *Inside & Out*. The 10 winners of the drawing of response cards are: Mark S. Blood, CCA13; Lee Ann Brown, CCA4; Mary Brumbach, CCM3; Veronica Cruz, CCM6; Constance Fletcher, CCM6; Carie Jernquist, Bellevue, Wash., office; Darrell Lew, Pleansanton office; Cash Menicke, Sommermeyer; Lisa Tucker, CCA4; and Catherine Worley, CCA1.

These lucky winners won a Compaq coffee mug.

Congratulations and thanks for entering!

Don't forget to send in your card from this month's issue!

COMPAQ